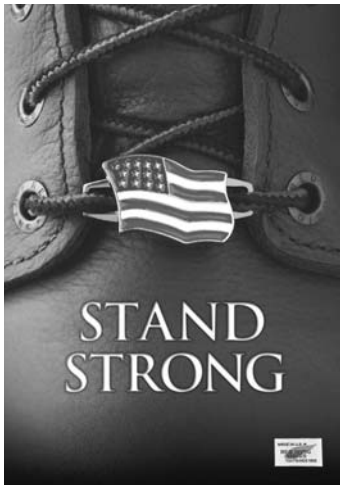
Red Wing Shoe Company, Inc.

Retail News

Vol.1
2002

Red Wing Flag Lace Keeper

The flag lace keeper has been very well received by thousands of people across the US. We have also sent the lace keeper to key political people, including the President. Recently, Terry Ventura, the first lady of Minnesota and her executive assistant Mary Reed, visited the Maple Grove Red Wing Shoe Store. Jim Anderson, director of Red Wing Shoe Store operations was at the store when the governor's wife came in. Terry was preparing to go to New York and help the relief efforts at ground zero. She bought boots for herself and Mary, as well as socks, and sweatshirts. Jim gave them several of the flag lace keepers to take with them.



The Stand Strong poster promotes Red Wing's flag lace keepers.

We received a call back from Mary Reed, who said the lace keepers were in great demand in New York. They plan to write about their experience and share it with us. Look for this in future newsletters.

We have also sent the flag lace keepers to NFL teams and are trying to get them to Olympic athletes. If you have not given the lace keepers to your local police or fire department, that would be a great way to get some good local PR and don't forget to tell your local paper!

Lace Keeper Sales Tip

We continue to hear from unhappy consumers whose Red Wing dealer refused to give them a "free" lace keeper. We strongly suggest that as a means of creating good will for your store you give a lace keeper to everyone who requests one. We also suggest that you ask for a name and address from these individuals and then enter the information to your store's database. Recording this information will allow you to direct market future offers to this individual. This 16 cent cost to capture this valuable information is a great investment. These prospects know where your store is located and have a positive impression of your business from receiving the free lace-keeper.

New Lace Keeper Mini-Poster

We have received numerous requests from Red Wing dealers for a smaller version of the Stand Strong poster. So we have created an 8.5" by 11" version of the poster. The poster is free to Red Wing dealers, with a limit of 4 posters per dealer. It can be ordered through Red Wing customer service item number 98346.

New Auto System for Phone Lines

In an effort to improve our service to you, we will be adding an Auto Attendant to our current phone system. This new feature will be simple to use and make it easier to reach the department you need.

There is an Auto Attendant for the Advertising/Dealer Support 800 number (800-538-5647). When you call, you will have two choices.

Press 1
to place an advertising item order

Press 2
to reach the co-op department

The Customer Service 800 number (800-328-9453) Auto Attendant will have three choices.

Press 1
for customer service/relations

Press 2
for shoe returns

Press 3
for the credit department.

This Auto Attendant system will improve the flow of calls so there is less time on hold and enable us to offer you a higher level of customer service. This upgrade will happen within the next month.

A Red Wing Hero

Bob Richardson, Red Wing Shoe Store manager in Corpus Christi, Texas, was in the right place, at the right time. On December 26th, Bob decided to work on his day off, so he was at the store with John Rizzo, his employee. John slumped over at the table he was working at and Bob went over to check on him, then called 911 for help. Bob did not have any formal CPR training but he proceeded to work on John until the EMT's arrived a few minutes later.

After a lot of help from the EMT's and hospital staff, John was revived and went on to have quadruple bypass surgery. John is fortunate to have no permanent damage and is recovering at home.

What's Inside

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New Product Development Marketing Director

We would like to welcome Juan Rocha to Red Wing Shoe Company as the new Product Development Marketing Director. His responsibilities include leading product development and merchandising for both the Red Wing and WORX brands globally. He will be working closely with John Klein (Red Wing brand), Cleon Baker (WORX brand) and Daryl Duden (accessories) on all activities associated in the growth and development of these product lines.

Juan Rocha

Juan comes to us from Fiskars Consumer Products, Inc., a $1.4 billion corporation located in Chicago Illinois with 30 business units and manufacturing in 16 countries. He served as Group Director of Market Development International, which included introductions of new products with full P&L responsibility, branding and distribution channels. He has also served as a Group Director/General Manager for Latin America and North America.

Juan is a MBA graduate from Kellogg Graduate School of Management, Northwestern University. He also holds a Bachelors degree in engineering from Iberoamericana University, Mexico City. He speaks five languages that include French, Japanese, Portuguese and Spanish.

New Director of International Sales and Marketing

We would like to welcome Robert "Tito" Warren as Director of International Sales and Marketing. Tito will be directing the international sales team with the responsibility of growing the Red Wing and WORX brands globally.

Tito was most recently employed by Amscan/Anagram as General Manager of Latin America and Asia. He previously held the position of European Sales Manager. Amscan/Anagram is a $450M corporation that distributes party favors to distributors as well as retail giants Wal-Mart, K-Mart, Carrefour (Mexico) plus many smaller retail chains. Tito brings to us proven leadership in market expansion and product distribution in the international arena. He also has multi-national living experience in Europe, Africa and Latin America.

Robert "Tito" Warren

2002 Red Wing/WORX Catalog

You will notice that your new 2002 dealer catalog has an easier to read format and includes both the Red Wing and WORX product lines. There are a few new promotional items available and we will highlight a couple of them.

Red Wing Shoes Mobile Shoe Store graphics- there are three distinct truck graphics packages available for your mobile shoe truck. One package is only the Red Wing brand, another option is Red Wing and WORX on a white background and the other is Red Wing and WORX on a black background. Please see your dealer catalog for the graphic images. They are 100% co-opable.

Industrial Catalog

The 2002 Industrial catalog for prospecting industrial accounts is now in stock and available to dealers. It features the Red Wing and WORX brands together in the same easy to use product format as the 2002 wholesale catalog. It can be ordered through Red Wing customer service item number 94018.

Media Library

Dealer usage of the on-line media library tool continues to build on a monthly basis. The tool contains all the images you'll need for your communication programs. The new 2002 dealer ads as well as all new product images are now on-line. If you need help in navigating the site please call:
Kris Blaney at 651-385-1373.

2002 Dealer Ad Kit

The new 2002 Red Wing dealer advertising kit will be arriving at stores by February 1st. This year the kit includes the return of the traditional newspaper ad slick book. Digital files with an easier to use interface are also included. The kit includes an expanded selection of 12 recorded radio spots. If you don't receive a kit it can be ordered through Red Wing customer service, item number 94580.

Sales Tip

If you are looking for a proven boot for your local fire department, John at the Rugged Boot in Ohio has this tip. They have taken the WORX style 5566 to a local fire department for them to evaluate. The current boot of the department was the Rocky 911 style and they were having quality problems with it. After reviewing the WORX style, they have ordered all new WORX boots for their firemen. John gives them the zipper kit for free and provides great service.

This idea has grown to where the Rugged Boot takes care of at least 20 fire departments in their area. He suggests you follow up with your own local fire department and check to see if they have uniform allowances. With minimal effort you should be able to pick up new business.

Co-op Update

The dealer co-op allowance has been increased to 2% of your last year's Red Wing sales. You should have received your co-op letter outlining the changes to the guidelines and your co-op amount for 2002. Reimbursement will be 50% on all eligible claims. The TMP Yellow Pages program reimbursement is 50%. Point of Purchase materials (signage, displays, shelving, etc.) are eligible but the sales promotion items (pens, hats, shirts, etc.) are no longer eligible for co-op reimbursement. The 2002 co-op agreement is also on the Red Wing Shoe website. **(www.redwingshoe.com)**

Irish Setter Website

The Irish Setter website - **(www.irishsetterboots.com)** has a helpful new feature. Visitors can use the "Places To Go" feature to find new places for outdoor activities. Select an activity, terrain and a state or country and it will provide a list of possible places to go, complete with map and details of the area. Try it out to find a new place nearby or plan a trip away from home.

New Products

Red Wing has several new products for Fall 2002. The Muscle Shoe line has been expanded with six insulated styles. These include two women's six-inch insulated and waterproof styles in steel and soft toe (style # 2681 and 8481). Similar Muscle Shoe styles for men in the six-inch insulated and waterproof steel and soft toe (style #6781 and 8581). These additions have the popular hiker, outdoor look to them. There are also two men's eight-inch insulated, waterproof soft and steel toe boots (style #6788 and 8588) that provide a range of applications. Style #1270 and 1271 are nine-inch lace to toe, insulated and waterproof boots. These two styles have year round application for construction and heavy outdoor labor, as well as uniform and law enforcement occupations. All of these products will be available for July delivery.

The WORX brand has four new direct-attach steel toe stitchdowns with translucent outsoles (style # 5543, 5544, 5545, 5546). There are six insulated, waterproof soft and steel toe styles, five of which have a new Vibram® outsole (style # 5431, 5435, 5436, 6482, 6483, 6479). There are also two new insulated, steel toe logger boots, six rubber styles to include three knee-high boots, and two flat-bottomed overshoes and one women's steel toe pac boot.

In the service/industrial category there are five new soft and steel toe uniform shoes (style # 6550, 6551, 6552, 6553, 6554).

The stitchdowns and the uniform shoes have May delivery dates and the rest of the new product will deliver in July.

Please refer to your new Red Wing / WORX new product guide for images of these new styles or contact your sales representative for additional information.

WORX Bid Shoe Opportunity

The WORX brand has introduced five new shoe styles that target the service industry and industrial manufacturing. There is a ladies oxford soft and steel toe, and a mens oxford soft and steel toe with the addition of a high top steel toe design. These styles have a PU coated, black polishable split leather uppers and a slip-resistant radial tread black rubber cup bottoms. This urethane coating provides extra protection in and around areas where water, soaps, detergents, fats, oils, etc. are present. These styles provide an opportunity to aggressively go after the restaurant business with a lower-priced offering of athletic styled, quality constructed footwear.

These shoes can also help you target industrial customers that provide little or no subsidy for their employee's safety shoe requirements. With wholesale prices ranging from $20-$24, we are confident you will attract new industry into your shoe store or get new business with your mobile unit, while making very good margins at retail. These shoes will be available in May.

If you are seriously looking for ways to increase your industrial customer base, this line of footwear will help make it happen. Contact your sales representative with questions.

Mens - 6550 S/T

Mens - 6551

Mens - 6552 S/T

Womens - 6553 S/T

Womens - 6554

Red Wing Shoe Company Awards

Congratulations to the following Red Wing and WORX sales representatives for achieving success in sales for 2001. The awards were presented at the National Sales meeting in December.

Red Wing and WORX Int'l Sales Manager of the Year - **Tory Kinson**

Red Wing and WORX Int'l Sales Manager of the Year - **Peter Darula**

Red Wing and WORX Territory Manager of the Year - **Steve Perry**

Red Wing Pairage Increase - **Doug Henschel**

WORX New Shoe Sales - **John Muchmore**

WORX New Accounts - **John Muchmore**

Red Wing New Shoe Sales - **Dave Harris**

In-Stock Anytime

Starting March 2002, Red Wing Shoe Company will be extending an "In Stock, Any Time" program on 23 different key styles of Red Wing and WORX boots and shoes. Our commitment to you, our valued customers, is to always be in stock on these key styles. The eligible styles are indicated by the "In Stock, Any Time" icon and also highlighted on our wholesale price lists. If for any reason we fall short of our "In Stock, Any Time" commitment and fail to ship these shoes within 48 hours of receipt of your order, we will provide you with free freight on the "In-Stock, Any Time" shoes.

This program will provide you with a valuable tool to serve your customers better by allowing you to be always in-stock with these best selling Red Wing and WORX styles. This program is the type of service that you expect from a company like Red Wing Shoes. We appreciate your business and this is one way of showing our appreciation to you.

Vasque Intergration Technology

Vasque is using a brand new design concept called Integration Technology (IT). IT is a comprehensive asymmetric design philosophy that integrates the shape of the human foot with the functional features of the footwear, resulting in unparalleled fit, performance and styling. There are six new backpacking boots developed from the ground up with IT. In the hiking category there are several new lightweight fastpacking boots for men and women. In the newly redefined Exploring category (formerly Cross Trail), Vasque has a lightweight multi-sport shoe available. For more specific information, please contact your Vasque sales representative.

Updates and Corrections

Price List Corrections – please make these corrections on your price list .

96107	$181.00
96155	$248.00
96202	$209.00
96233	$234.00
96877	$301.00

WORX logo sign (#94002) has been discontinued. Please make this change in your catalog and your price list.

Red Wing style #1229 has 1000 grams of Thinsulate™ Ultra. Please change this in your catalog.

Customer Letters

Thank you Folks! I worked numerous times at the WTC site and recovery at Staten Island where all the debris is taken. There is metal, glass, etc. everywhere. One day my sneakers I was wearing were ripped open by metal. Thank goodness I was given a pair of your donated boots! It made me feel good people do care. God Bless.

N. Mazzilli
NY NY

Mieras Family Shoe in Grand Rapids, Michigan, had a customer come in and get a new pair of Red Wings. He traded in his 50 year old 877's for a new pair.

A satisfied customer wrote to share his great customer service experience with us at the **Winnipeg store** on Pembina Highway. He ended up buying three pairs of shoes. He wanted to recognize **Morwenna Trevenn** and **Lorne Wiley**. He plans to return in the future.

Congrats to **Belissa Munoz** at the RWSS in Warwick, Rhode Island. She received a letter from a satisfied customer.

I work for the department of corrections in Massachusetts. We sent a lot of officers to New York to work in that disaster zone. I want to thank you for donating the work boots and lace keepers to the rescue workers of New York and Washington. The flag lace keepers are great. Thank you for your time and again thank you for the donations.

WJ Riley

We would like to thank your company for the terrific flag lace keepers! Although we appreciate all the efforts on behalf of New York, we also appreciate your company on behalf of all the hurting Minnesotans! We will wear them with pride and want you to know that your gracious contribution to the healing of America has not been unrecognized. Thank you.

Mr. and Mrs. Block

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